## **ORDER**

103291 / Orders Order / Rev: Alt Order #: 06825823 Product Desc: NRCC IE 2012 Estimate: 2601 Flight Dates: 09/28/12 - 10/04/12 Primary AE: Amy McCreary Original Date / Rev: 06/21/12 / 08/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% NRCC-IE **Advertiser** Name: Demographic: A25-54 New Business Thru: **Product Codes:** PLI2 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill	Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	55	\$66,425.00	\$56,461.25
10/01/12	10/04/12	108	\$86,600.00	\$73,610.00

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	55	\$66,425.00	\$56,461.25	0.00
October 2012	108	\$86,600.00	\$73,610.00	0.00
Totals	163	\$153,025,00	\$130,071,25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	37%	\$153,025.00
Market	100%	\$413,581.08

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$90,987.84
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,037.16
KTUD	0%	\$0.00
KVVU	22%	\$90,987.84
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$16,543.24

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
_	E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w		5-6a	∺F	:30	2	\$400.001	0.00 NM	2	\$800.00
		WAKE \	N/WAGNF	RS1	,	J								
		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> <u>S</u> r	ots/Week	<u>Rate</u>	Rating				l		

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NRCC-IE

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06825823 09/28/12 - 10/04/12 Product Desc:

NRCC IE 2012

2601

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/28/1	2 09/28/12	M-F 5-6a WakeU	_	5-6a	F	- :30	2	\$400.001	0.00 NM	2	\$800.00
/WVKE	W/WAGI	JDC1	M-F 5-6a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	F	. 2	\$400.00	0.00						
E 2 KSNV	10/01/1	2 10/01/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	M	- :30	2	\$400.001	0.00 NM	2	\$800.00
307517m			M-F 5-6a WakeU	p w/Wagners								
	W/WAGN		Monkdaya	Chata Miant	Data	D-4:						
<u>ى د</u> /Week: 10		End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
		2 10/02/12	M-F 5-6a WakeUp		5-6a	-T	- :30	2	\$400.001	0.00 NM	2	\$800.00
			M-F 5-6a WakeU	-		·	100	-	ψ100.001	0.00 14141	_	Ψ000.00
	WWAGN											
	rt Date	End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating				. 1		
Week: 10/ E 4 KSNV		10/07/12		2	\$400.00	0.00	.20		<b>4400 004</b>	0.00.101	_	
E 4 KONV	10/03/1	2 10/03/12	M-F 5-6a WakeUp M-F 5-6a WakeU	•	5-6a	W	- :30	2	\$400.001	0.00 NM	2	\$800.00
WAKE	W/WAG	NRS1		p								
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/		10/07/12	W	2	\$400.00	00,00			****			
E 5 KSNV	10/04/1	2 10/04/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	T	- :30	2	\$400.001	0.00 NM	2	\$800.00
WAKE	W/WAGI	NRS1	Wi-r 5-ba wakeo	p w/vvagners								
	urt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/01/12	10/07/12	T	2	\$400.00	0.00						
E 6 KSNV	09/28/1	2 09/28/12	M-F 6-7a WakeU	-	6-7a	F	- :30	2	\$725.001	0.00 NM	2	\$1,450.00
WAKE	W/WAGI	NDC2	M-F 6-7a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	F	2	\$725.00	0.00						
E 7 KSNV	10/01/1	2 10/01/12	M-F 6-7a WakeU	w/Wa@M	6-7a	M	- :30	2	\$725.001	0.00 NM	2	\$1,450.00
			M-F 6-7a WakeU	p w/Wagners								+ .,
	W/WAGI		Mookdow	Constanting	D-1-	D - 41						
<u>ي د</u> Week; 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
			M-F 6-7a WakeU		6-7a	-T	- :30	2	\$725.001	0.00 NM	2	\$1,450.00
			M-F 6-7a WakeU	-		•		-	ψ. 25.55 τ	0.00 11121	2	ψ1,430.00
	W/WAGI											
<u>Sta</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
E 9 KSNV			M-F 6-7a WakeU	2 WANGAM	\$725.00 6-7a	0.00	-20		#705 004	0.00.101		44 450 00
L 9 KONV	10/03/1	2 10/03/12	M-F 6-7a WakeU	•	0-1 a	W	- ;30	2	\$725.001	0.00 NM	2	\$1,450.00
WAKE	W/WAGI	NRS2		p mrragnoro								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	W	2	\$725.00	0.00						
E10 KSNV	10/04/1	2 10/04/12	M-F 6-7a WakeUj	-	6-7a	T	→ :30	2	\$725.001	0.00 NM	2	\$1,450.00
WAKE	W/WAGI	VRS2	M-F 6-7a WakeU	p w/vvagners								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	T	2	\$725.00	0.00						
E11 KSNV	09/28/1	2 09/28/12	Today Show	СМ	658a-9am	F	- :30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY	/ SHIM		Today Show		_							
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	F	<u> </u>	\$900.00	0.00						
E12 KSNV		<del></del>	Today Show	CM	658a-9am	M	- :30	4	\$900.001	0.00 NM	4	\$3,600.00
<u></u>			Today Show					•			,	,
TODAY		E-45-4	Maralista	01-001		<b>5</b> "						
<u>Sta</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 4	Rate	Rating				8		
E 13 KSNV			14 -	CM <sup>4</sup>	\$900.00 658a-9am	0.00 -T	- :30	4	\$000 004	0.00 NINS	_	<b>ውን ድላሶ ሳ</b> ሳ
= 10 KOI4V	IUIVEII	- 10102112		ON	790a-94H]	-1	,30	4	\$900.001	0.00 NM	4	\$3,600.00

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Product Desc:

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Estimate:

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Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ľime Days	Len Spo	ots	Rate Pri	Rtg Type \$	Spots	Amount
			Today Show									
TODAY	SHW		Today Show									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/		10/07/12	-T	4	\$900.00	0.00						
E14 KSNV	10/03/1	2 10/03/12	Today Show	СМ	658a-9am	W	:30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY	CLIM		Today Show									
TODAY	ert Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	W	<u>opota/vveck</u>		0.00						
E 15 KSNV	10/04/1	'	Today Show	CM	658a-9am	T	:30	4	\$900.001	0.00 NM	4	\$3,600.00
			Today Show									7-1-7-1-7
TODAY					<b></b> .							
Sta Week: 10	<u>irt Date</u> /01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> T	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
W			SIGN ON-SIGN O		ъэоо.оо 5a-459a	S-	:30	2	\$625.001	0.00 NM	2	#4 0E0 00
E 17 ROIT	0012011	2 00/20/12	SAT TODAY	oi oivi	(5:00 AM-6:0		.50	2	φ025.001	U.CO MIN	2	\$1,250.00
SATUR	DAY TO	DAY			•	· · · · · · · · · · · · · · · · · · ·				l l		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S-	2		0.00				<del></del>		
E18 KSNV	09/30/1	2 09/30/12	News 3 Sunrise - News 3 Sunrise 3		6a-7a	S	:30	2	\$375.001	0.00 NM	2	\$750.00
NW3-S	UNRS W	'KND	News 3 Sunnse (	SUNDAT								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	/24/12	09/30/12	s	2	\$375.00	0.00						
E19 KSNV	09/30/1	2 09/30/12	Sunday Today	CM	7a-8am	s	:30	2	\$500.002	0.00 NM	2	\$1,000.00
CUN T			Sunday Today									
SUN TO	art Date	End Date	<u>Weekdays</u>	Spots/Week	Pata	Rating						
Week: 09		09/30/12	S	2	<u>Rate</u> \$500.00	0.00						
E 20 KSNV	09/28/1	2 09/28/12	M-F Today Show M-F Today Show		9-10a	F+-	:30	2	\$425,001	0.00 NM	2	\$850,00
TODAY	SHW2		in roday onovi	, 11								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	F	2		0.00						
	<u>Date Ra</u> / 09/24/4		escription I-F Today Show II		t/End Time		<u>Veekdays</u> F	<u>Len</u>		Rtg Type 0.00 NM		
	ө MG 20		i-i Today Show II	<i>310111</i> 3-10	a	_			:30 <i>(\$425.00)</i>	0.00 NW		
		= GOLF]								1		
			I-F Today Show II	3rd Hr 9-10	a	-	F	i-m	:30 \$425.00	0.00 NM		
-	3 for 20.2 Instate]	09/28										
Indiana di Indiana		2 10/01/12	M-F Today Show	II 3rd HRM	9-10a	M	:30	2	\$425.001	0.00 NM	2	\$850.00
			M-F Today Show			177	.00	_	φ-120.001	0.00 14191	_	φουσ.σσ
	SHW2		•									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week; 10		10/07/12	M	2	,	0.00						
EZZ KONV	10/02/1	2 10/02/12	M-F Today Show M-F Today Show		9-10a	-T	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	SHW2		mir roddy onon									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	-T	2		0.00						
E 23 KSNV	10/03/1	2 10/03/12	M-F Today Show		9-10a	W	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	/ SHW2		M-F Today Show	<i>i</i> II								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	W	2		0.00						
E 24 KSNV	10/04/1	2 10/04/12	M-F Today Show		9-10a	T	:30	2	\$425.001	0,00 NM	2	\$850.00
T^- * *	/ Ol Baro		M-F Today Show	/ II					1			•
	/ SHW2 art Date	End Date	Weekdays	Chote AMack	Dota	Dating						
Week: 10		10/07/12	<u>vveekdays</u> T	Spots/Week 2		<u>Rating</u> 0.00						
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09/28/12 - 10/04/12

Advertiser:

NRCC-IE

Product Desc:

NRCC IE 2012

Estimate:

2601

Ch l.n. Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/04/12 10/04/12 M-F Today Show II 3rd HBM 9-10a :30 2 \$425.001 0.00 NM \$850.00 M-F Today Show II **TODAY SHW2** E 25 KSNV 09/28/12 09/28/12 M-F Today Show III 4th BM 10am-11am ----E--:30 2 \$325.001 0.00 NM 2 \$650,00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$325.00 0.00 E 26 KSNV 10/01/12 10/01/12 M-F Today Show III 4th ISM 10am-11am M-----:30 2 \$325,001 0.00 NM 2 \$650.00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$325.00 0.00 10/02/12 10/02/12 E 27 KSNV M-F Today Show III 4th 18M -T----:30 10am-11am \$325.001 0.00 NM 2 \$650.00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$325.00 0.00 E 28 KSNV 10/03/12 10/03/12 M-F Today Show III 4th IBM 10am-11am --W---:30 \$325.001 0.00 NM 2 \$650.00 Today 4th Hour **TODAY SHW3** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W----\$325.00 0.00 E 29 KSNV 10/04/12 10/04/12 M-F Today Show III 4th IBM 10am-11am \$325.001 :30 0.00 NM 2 \$650.00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---\$325.00 0.00 E 30 KSNV 09/28/12 09/28/12 Rachael Ray CM 11am-12pm ---F--:30 \$325.001 0.00 NM 2 \$650.00 Rachael Ray RACHAEL RAY Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating ---F--Week: 09/24/12 09/30/12 \$325.00 0.00 E31 KSNV 10/01/12 10/01/12 Rachael Ray CM 11am-12pm :30 \$325.001 M----0.00 NM 2 \$650.00 Rachael Ray RACHAEL RAY Spots/Week Start Date End Date Weekdays Rating Rate 10/07/12 Week: 10/01/12 \$325.00 0.00 E 32 KSNV 10/02/12 10/02/12 Rachael Ray 11am-12pm :30 \$325.001 0.00 NM 2 \$650.00 Rachael Ray RACHAEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$325.00 0.00 E 33 KSNV 10/03/12 10/03/12 Rachael Ray CM 11am-12pm ~~W----:30 2 \$325.001 MM 00.0 2 \$650.00 Rachael Ray RACHAEL RAY Start Date End Date Spots/Week **Weekdays** Rate Rating Week: 10/01/12 10/07/12 \$325.00 0.00 E 34 KSNV 10/04/12 10/04/12 Rachael Ray CM 11am-12pm :30 2 \$325.001 0.00 NM 2 \$650.00 Rachael Ray RACHAEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---\$325.00 0.00 The Agenda 1230pm E 35 KSNV 09/28/12 09/28/12 CM 1230-1p ----F--:30 \$325.001 0.00 NM \$325.00 The Agenda 1230pm **NEWS 3 AT NOON** Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 ----F--\$325.00 0.00 E36 KSNV 10/01/12 10/01/12 The Agenda 1230pm 1230-1p CM :30 \$325,001 0.00 NM 1 \$325.00 The Agenda 1230pm **NEWS 3 AT NOON** 

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Ln Ch	Start	End	Inventory Cod		Start/End 7		Len Sp			Rtg Type S		Amount
E36 KSNV	10/01/1	2 10/01/12	The Agenda 12 The Agenda 12	•	1230-1p	M	:30	1	\$325.001	0.00 NM	1	\$325.00
NEWS 3						<b></b>						
<u>Stai</u> Week: 10/0	rt <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 37 KSNV			The Agenda 12	30pm CM	1230-1p	~Т~~~~	;30	1	\$325.001	0.00 NM	1	\$325.00
NEWS 3	3 AT NO	ON	The Agenda 12	230pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	-T	1	\$325.00	0.00			*******	0.00 104		4005.00
E38 KSNV	10/03/1	2 10/03/12	The Agenda 12 The Agenda 12	•	1230-1p	W	:30	1	\$325.001	0.00 NM	1	\$325.00
	3 AT NO	ON	J	•								
<u>Sta</u> Week: 10/	<u>rt Date</u> 01/12	End Date 10/07/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E 39 KSNV			The Agenda 12	<u>.</u>	1230-1p	T	:30	1	\$325.001	0.00 NM	1	\$325.00
NEW/O	3 AT NO	ON	The Agenda 12	230pm						ľ		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	T	1	\$325.00	0.00						
E40 KSNV	09/29/1	2 09/29/12	Golf Golf	CM	4a-8pm	S-	:30	2	\$700.001	0.00 NM	2	\$1,400.00
RYDER	CUP		Goil						•			
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 41 KSNV		09/30/12 2 09/30/12		CM 2	\$700.00 4a-8pm	0,00	:30		\$700,001	0.00 NM	2	\$1,400.00
			Golf			_		_	7, 12,00	3.00	_	ψ·, (σσ.σσ
RYDER	l CUP irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S	2	\$700.00	0.00						
E 44 KSNV	09/28/1	2 09/28/12		СМ	3-4p	F	:30	2	\$450.001	0.00 NM	2	\$900.00
DR, PH	IL		Dr Phil									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/ E 45 KSNV		09/30/12	Dr Phil	2 CM	\$450.00 3-4p	0.00 M	:30	2	\$450.001	0,00 NM	2	\$900.00
L-45 RONV	10/01/	12 10/01/12	Dr Phil	OW	о- <del></del>	(*)	.00	2	φ+50.001	WIN OU,U	2	φ900.00
DR. PH		End Date	Maakdaya	Spots/Week	Data	Dating				İ		
<u>ى اە</u> /Week: 10		10/07/12	<u>Weekdays</u> M	<u>apois/week</u> 2		Rating 0.00				Ì		
E46 KSNV	10/02/	12 10/02/12		СМ	3-4p	-T	:30	2	\$450.001	0.00 NM	2	\$900.00
DR. PH	IIL		Dr Phil									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 10/ E47 KSNV		10/07/12	Dr Phil	CM 2	\$450.00 3-4p	0.00 W	:30	2	\$450.001	0.00 NM	2	Ann an
E-47 I/OHV	10/03/	12 10/03/12	Dr Phil	CIVI	2-4p	w	.50	2	\$450.00 I	U.UU INIVI	2.	\$900.00
DR. PH		E. J. D. t.	Mfs aladaaa	O4- 5411-	Ph. I	D-C-						-
<u>518</u> Week; 10	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> W	<u>Spots/Week</u> 2		Rating 0.00						
E 48 KSNV		12 10/04/12	Dr. Phil	CM	3-4p	T	:30	2	\$450.001	0.00 NM	. 2	\$900.00
DR. PH	<b>{</b> [].		Dr Phil									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	T	2	7	0.00			4=0= 004			
±49 KSNV	09/28/	12 09/28/12	NEWS 3 at 4 of 4PM NEWS (1	` '	4-5pm (4:30 PM-5;		:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS			,	,	·					ŀ		
<u>Sta</u> Week: 09	art Date /24/12	End Date 09/30/12	<u>Weekdays</u> F	<u>Spots/Week</u> 1	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E 50 KSNV				CM	4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
										-		

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NRCC-IE

Alt Order #: Flight Dates:

06825823 09/28/12 - 10/04/12 Product Desc:

NRCC IE 2012

Estimate:

2601

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 3 Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 M-----\$725.00 0.00 E 51 KSNV 10/02/12 10/02/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm .30 \$725.001 0.00 NM \$725.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating -T----Week: 10/01/12 10/07/12 \$725.00 0.00 E 52 KSNV 10/03/12 10/03/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$725.001 -W----0.00 NM 1 \$725.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 3 Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 Week: 10/01/12 -----\$725.00 0.00 E 53 KSNV 10/04/12 10/04/12 NEWS 3 at 4 (1 HOUR)CM ---T---4-5pm :30 \$725.001 0.00 NM \$725.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---\$725.00 0.00E 54 KSNV 09/28/12 09/28/12 M-F Early News CM 5-630p ---F--:30 3 \$1,200,001 0.00 NM 3 \$3,600.00 M-F Early News NEWS 3 **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 09/24/12 09/30/12 ---F--3 \$1,200.00 0.00 E 55 KSNV 10/01/12 10/01/12 M-F Early News CM 5-630p M----:30 3 \$1,200,001 0.00 NM 3 \$3,600.00 M-F Early News NEWS 3 **End Date** Start Date Weekdays Spots/Week Rate Rating 10/07/12 Week: 10/01/12 M-----3 \$1,200.00 0.00 E 56 KSNV 10/02/12 10/02/12 M-F Early News CM 5-630p -T----:30 3 \$1,200.001 0.00 NM \$3,600.00 M-F Early News NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -T----3 \$1,200.00 0.00 M-F Early News E 57 KSNV 10/03/12 10/03/12 CM 5-630p --W----:30 3 \$1,200.001 0.00 NM 3 \$3,600.00 M-F Early News NEWS 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W----3 \$1,200.00 0.00 E 58 KSNV 10/04/12 10/04/12 M-F Early News CM 5-630p ---T---:30 3 \$1,200.001 0.00 NM 3 \$3,600.00 M-F Early News NEWS 3 Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate ---T---Week: 10/01/12 10/07/12 \$1,200.00 0.00E 59 KSNV 09/28/12 09/28/12 M-F Jeopardy CM 630-7pm ---F--:30 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/24/12 09/30/12 \$1,300.00 0.00 E 60 KSNV 10/01/12 10/01/12 M-F Jeopardy 630-7pm M----:30 1 \$1,300,001 0.00 NM \$1,300.00 1 M-F Jeopardy **JEOPARDY** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 10/07/12 Week: 10/01/12 1 \$1,300.00 0.00 E 61 KSNV 10/02/12 10/02/12 M-F Jeopardy CM 630-7pm ;30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** End Date <u>Weekdays</u> Start Date Spots/Week Rate Rating Week: 10/01/12 10/07/12 1 \$1,300.00 0.00 E 62 KSNV 10/03/12 10/03/12 CM 630-7pm :30 1 \$1,300,001 0.00 NM \$1,300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
				M-F Jeopardy M-F Jeopardy									
	JEOPA	RDY									_		
141		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/		10/07/12	M-F Jeopardy	CM	\$1,300.00	0.00	-20		#4 000 004	0.00.104	4	<b>A</b> 4 000 00
⊏ 03	KONV	10/04/1	2 10/04/12	M-F Jeopardy	CIVI	630-7pm		:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	JEOPA	RDY		<b>,</b>									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	eek: 10/		10/07/12	T		\$1,300.00	0.00						
E 64	KSNV	09/28/1	2 09/28/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	F	:30	1	\$1,300.001	0.00 <b>NM</b>	1	\$1,300.00
	WHEEL	-FORTN	E	Will William Color O	Ituno								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	eek: 09/		09/30/12	F		\$1,300.00	0.00						
E 65	KSNV	10/01/1	2 10/01/12	M-F Wheel	CM	7-730pm	M	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	WHEEL	-FORTN	ΙE	M-F Wheel of Fo	rtune								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	01/12	10/07/12	M		\$1,300.00	0.00						
E 66	KSNV	10/02/1	2 10/02/12	M-F Wheel	CM	7-730pm	-T	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	180 122	CODTA	·-	M-F Wheel of Fo	rtune								
		₋-FORTN irt Date	End Date	Weekdays	Spots/Week	Rate	Doting						•
W	<u>عری</u> /eek: 10		10/07/12	-T		\$1,300.00	Rating 0.00						
E 67	KSNV	10/03/1	<del></del>	M-F Wheel	СМ	7-730pm	W	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
				M-F Wheel of Fo	rtune	'				, .,		,	<b>4.1300.00</b>
		FORTN											
10/	<u>Sta</u> /eek: 10	nt Date	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00						
		***************************************		M-F Wheel	СМ	7-730pm	T	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	110111	10,01,	2 10.02	M-F Wheel of Fo		7 700pm	•	.00	'	\$1,500.001	U.UU INIVI		φ1,300.00
		FORTN											
10		rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
	eek; 10/		10/07/12 2 09/29/12		CM	\$1,300.00	0.00 S-	.20		0405.004	0.00.181		* * * * * * * * * * * * * * * * * * * *
∟05	KONV	09/29/1	2 09/29/12	Vegas Inc. Vegas Inc.	CIVI	6:30-8pm	5-	:30	1	\$425.001	0.00 NM	1	\$425.00
•	NEWS	3											
		ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
HI	eek: 09/	<del> </del>	09/30/12	S-	1	\$425.00	0.00						
E /0	KSNV	09/29/1	2 09/29/12	Weekend Jeopar WKND Jeop/Wh	-	630-730pm	S-	:30	2	\$525.001	0:00 NM	2	\$1,050.00
	JEOP/V	VHEEL		VVKND Jeop/VVII	eei								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	leek: 09/		09/30/12	S-	2	\$525,00	0.00						
E 71	KSNV	10/01/1	2 10/01/12	Mon PR 8-10p	CM	8-10pm	M~	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00
	THE VO	DICE		Monday Prime 8	-1upm							-	
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 10		10/07/12	M	1	\$4,000.00	0.00						
E 72	KSNV	10/03/1	12 10/03/12	Wed PR 9-10p	CM	9-10pm	W	:30	2	\$3,000.001	0.00 NM	2	\$6,000.00
	L&O:S\	/I I		Wednesday Prin	ne 9-10pm								
	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/07/12	W		\$3,000.00	0.00						
				Wed PR 10-11p	CM	10-11pm	W	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
	OLUG!	00 ===		Wednesday Prin	ne 10-11pm								
		GO FIRE		Modelos	Cnotoffic	D-1-	Detina						
١٨	<u>513</u> eek: 10,	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00						
,		~	12 09/28/12		СМ	8-9pm	F	:30	1	\$1,700.001	0.00 NM	1	\$1,700.00
						•			•	, . ,			Ψ.,,, σσ.σσ

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NRCC IE 2012

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09/28/1<u>2 - 10/04/12</u>

Estimate:

2601

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Ln Ch Start	End	Inventory Code Fri PR 8-9p	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
•		Friday Prime 8-9pr	m							
WHO ARE YOU		Modedova	Coato 6Masic	Dete	Datina			ı	1	
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,700.00	Rating 0.00					
E 75 KSNV 09/28/	12 09/28/12	Fri PR 9-10p	CM	9-10pm	F	:30	1 \$3,000.001	0.00 NM	1	\$3,000.00
GRIMM-NBC		Friday Prime 9-10	om							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			•		
Week: 09/24/12	09/30/12	F		\$3,000.00	0.00					
E 76 KSNV 09/29/	12 09/29/12	Sat PR 9-10p Saturday Prime 9-	CM 10pm	9-10pm	S-	:30	1 \$800.001	0.00 NM	1	\$800.00
PRIME-SAT-NE	BC	-								
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
E 77 KSNV 09/29/			СМ	10-11pm	S-	:30	1 \$1,200.001	0.00° NM	1	\$1,200.00
		Saturday Prime 10	)-11pm	•			, ,,			* 1,200.00
L&O SVU-SA-N Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	S-		\$1,200.00	0.00					
E 78 KSNV 09/30/	12 09/30/12		NA CM	1p-530pm	S	:30	1 \$2,500.001	0.00 NM	1	\$2,500.00
FTBL NITE AMI	R	NFL Pre-Game								
Start Date	End Date		Spots/Week	·	Rating					
Week: 09/24/12 E 79 KSNV 09/30/	09/30/12	NEL Ecotball	CM	\$2,500.00 1P-9PM	0.00 S	:30	2 \$10,000.001	0.00 NM	,	#30 000 00
275 KGIVV 007007	12 0000012	NFL Football	Olti	)	3	.50	2 \$10,000.001	U.UU INIVI	2	\$20,000.00
NBC SUN-FTBI		Malada	O	D-4-	D-0					
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$10,000,00	Rating 0.00					
E80 KSNV 09/30/	12 09/30/12		ne CM	7-10pm	S	:30	2 \$1,600.002	0.00 NM	2	\$3,200.00
NWS3 LVE-PR	IME	News 3 in Prime								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	S		\$1,600,00	0.00					
E81 KSNV 09/28/	12 09/28/12	M-F News 3 at Ele		11pm-1135p	mF	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS 3 AT 11										
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 82 KSNV 10/01/		M-F News 3 at Ele		11pm-1135p		:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEMO 2 AT 44		M-F News 3 at Ele	even							. ,
NEWS 3 AT 11 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	M	1	\$1,200.00	0.00					
E 83 KSNV 10/02/	12 10/02/12	M-F News 3 at Ele M-F News 3 at Ele		11pm-1135p	m -T	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS 3 AT 11		WH NEWS DECLE	7 <b>4</b> G()	-						
Start Date	End Date	<u>Weekdays</u> -T	Spots/Week		Rating					
Week: 10/01/12 E 84 KSNV 10/03/	10/07/12 12 10/03/12			\$1,200.00 11pm-1135p	0.00 mW	:30	1 \$1,200.001	0,00 NM	1	\$1,200.00
		M-F News 3 at Ele		I 4 ) an ad la	•••	.55	, - ijmodioo i	2,00 (114)	[	Ψ1,2.00.00
NEWS 3 AT 11 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	W		\$1,200.00	0.00					
E 85 KSNV 10/04/	12 10/04/12			<b>11</b> pm-1135p	omT	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS 3 AT 11		M-F News 3 at Ele	even.							
Start Date	End Date		Spots/Week		Rating					
Week: 10/01/12 E86 KSNV 09/29/	10/07/12	T	CM	\$1,200.00 11pm-1135p	0.00 omS-	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
_ 00 10141 001201	VVI - OI I E		Civi	a spinii c rook	,	.00	ε ψ1,100.001	U.UU INIVI		φε,ευυ.υυ

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Ln C	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
				Sa-Su News 3 at E									
w	/KD2 N	WS-AT	11	Sa-Su News 3 at E	even						•		
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Wee	ek: 09/2		09/30/12	S-		\$1,100.00	0.00						
E 87 K	SNV	09/28/1	2 09/28/12	The Tonight Show	СМ	1135p-1237a	F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
				Tonight Show									
TC	ONITE												
Moc	<u>Star</u> ek: 09/2	t Date	End Date 09/30/12	Weekdays	Spots/Week 2	Rate	Rating						
				The Tonight Show	CM	\$500.00 1135p-1237a	0.00 M	:30		\$500.001	0.00 NM		#4 000 00
E 00 K	COINV	10/01/11	2 10/01/12	Tonight Show	CIVI	1135p-12378	JV	:30	2	\$500.001	O.OO MIVI	2	\$1,000.00
TC	ONITE	SHW		romgin onon									
	<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				•		
-	ek: 10/0		10/07/12	M	2	\$500.00	0.00						
E89 K	SNV	10/02/1	2 10/02/12	The Tonight Show	СМ	1135p-1237a	-T	:30	2	\$500.001	0.00 NM	2	\$1,000.00
****	~ <b>.</b>	01.04		Tonight Show									
IC	ONITE		End Date	1011	0	D. C.	<b>5</b> 0						
Mes	<u>Star</u> ek: 10/0	<u>t Date</u>	End Date 10/07/12	<u>Weekdays</u> -T	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
			2 10/03/12		CM	#500.00 1135р-1237а		:30	2	\$500.001	0.00 NINA		<b>#4.000.00</b>
L 30 K	VOIV	10/03/1	2 10/03/12	Tonight Show	CIVI	1130p-1237a	~~W	:50	Z	\$500.00T	0.00 NM	2	\$1,000.00
TO	ONITE	SHW		roingin onon									
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 10/0	01/12	10/07/12	W	2	\$500.00	0.00						
E91 K	KSNV	10/04/1	2 10/04/12	The Tonight Show	CM	1135p-1237a	T	:30	2	\$500.001	0.00 NM	2	\$1,000.00
Τ,	ON UTE	OLUM	•	Tonight Show									
IC	ONITE		End Data	Montedaye	O4-581I	Data	D-4:						
Wes	<u>عند:</u> 2/0/ek: 10	<u>t Date</u>	End Date 10/07/12	<u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
			2 09/29/12	Saturday Night Live			amS-	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
		0012011	2 00/20/12	Saturday Night Liv		11000111-1.02	an 3	.50	2.	Ψ1, <del>4</del> 00.001	0.00 14101	2	\$2,000.00
S/	AT NIT	E LIVE											
	<u>Star</u>	t Date	End Date		Spots/Week	<u>Rate</u>	Rating				•		
Wee	ek: 09/2	24/12	09/30/12	S-	2	\$1,400.00	0.00						
E93 K	KSNV	09/30/1	2 09/30/12	Sports Night in Las		Sun 1135p-1	200aS	:30	1	\$400.001	0.00 NM	1	\$400.00
C)	DODT	NIT L MO		Sports Night in La	s Vegas								
51		NT-L VC t Date	End Date	Maakdaya	CnataMinak	Data	Detina						
Wes	<u>عادہ</u> ek: 09/2		09/30/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00				1		
				NFL Pre-Game / F	NA CM	1p-530pm	S	:30	1	\$2,500.001	0.00 NM	1	\$2,500.00
		00,00,	2 00/00/12	NFL Pre-Game		1,5 000pm	5	.00	'	Ψ2,000.001	0.00 14141		Ψ2,500.00
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 09/2	24/12	09/30/12	5		\$2,500.00	0.00						
N 95 K	KSNV	09/28/1	2 09/28/12	Late Night w/Fallor		1237a-136an		:30	1	\$500.001	0.00 NM	1	\$500.00
				Late Night w/Fallo	n								
		t Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 09/2	24/12	09/30/12	F	1	\$500.00	0.00						-
											Totals	163	\$153,025.00